



Tom Barrett
Mayor

Bevan K. Baker, CHE
Commissioner of Health

Health Department

Administration

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MEDIA ADVISORY
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New Infant Mortality Awareness Campaign Targets Families in City's High-Risk Zip Codes

City of Milwaukee Health Department to Partner with Lena's Food Market to Reach African American Community

During National Public Health Week, the City of Milwaukee Health Department (MHD) will launch a new six-week infant mortality awareness campaign and promotion with local grocer, Lena's Food Markets. Mayor Barrett, Commissioner Baker and Greg Martin of Lena's will hold a press conference on Wednesday, April 5, 2006 to share details of the campaign.

WHAT: Infant Mortality Awareness Campaign Kick-off
WHEN: Wednesday, April 5, 2006
TIME: 11:00 a.m.
WHERE: Lena's Food Market
4030 North Teutonia Avenue
Milwaukee

SPEAKERS: Mayor Tom Barrett
Commissioner Bevan K. Baker
Greg Martin, Lena's Food Market